

## **SL7**

### **Photographs by Alan Jackson**

#### **Yards**

I first became interested in this group of photos through seeing deflated Santa's laying in puddles on people's lawn, over and over, as I drove through various neighborhoods. Visually Santa and other beloved Christmas characters spread over people's lawns in lifeless heaps fascinated me. I thought it very ironic and humorous. So I began trying to photograph what it was that I was seeing. I began by using the camera I use most often, and was dissatisfied with the images that I was getting. I tried several different cameras finally choosing a camera that I've used in the past and seen others use with success. This camera, called a Holga, is a cheap plastic camera developed by the Chinese so their people would have an inexpensive means of making photographs. The Holga is based on an American camera that was given as a prize in carnival games, then picked up and used by artists in the 1960's because of its unique image quality. The Holga is being used in the same way, with devoted users and groups across the world.

While photographing these images, I've done more thinking about the subject and have come to realize that it is the irony of how people imagine how things will look when we purchase something and the reality of the execution of how we display the same something that has become the focus of my photographic pursuit. When we go into a store and purchase an inflatable lawn decoration, we picture it in our minds all inflated and lighted in our yards at night with others driving by and seeing them, in all their glory. The reality is that these inflatables, or as I have come to call them deflatables, spend most of their lives lying in a much less noble form. Due to the realities of life, like the need to save money and energy, coupled with the fact that most of us work during the day, these inflatables are most often turned in to deflatables during most of the night hours and the majority of the daylight hours. Leaving us with a final look that is much different than what we originally imagined.

I have expanded this idea beyond just deflatables and into other ways that we decorate our lives and yards, by looking for those things that we surround ourselves with that may not quite go together, like the flamingo and the security company sign. I think that this line of visual pursuit has artistic merit and will give me many varied and valuable photographing opportunities in the future.

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